

ABSTRACT OF THE INVENTION

A system and method for extracting funnels from at least one input clickstream (CS) representing an ordered path of successively viewed web pages. The invention stores the CS in one or more tree structures in one scan, then traverses each tree structure to identify funnels satisfying input criteria, if any. The input criteria includes depth criteria, width criteria, starting page criteria, and end page criteria.

2009-07-29 14:00:00